

PRESS HAS STAKE IN SHOW BUSINESS

Pioneers Create Extra Awards

Ancillary award of the Canadian Picture Pioneers, to be presented at the Pioneer of the Year Award dinner honoring Oscar Hanson, will go to James A. Whitebone, MBE, Saint John, NB, a veteran projectionist who is IATSE business agent there and a leader in

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Special Guests At DeMille Luncheon

The recent gathering in Toronto honoring Cecil B. DeMille, producer of The Ten Commandments, was comprised of persons of importance from many fields and quite a few were attending a motion picture gathering for the first time. Hearing the guest of honor

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ONE-THIRD OF PRIVATE STATIONS NEWSPAPER-HELD OR SHARED

Is part of Show Business in Canada falling to the newspapers? In Windsor recently John J. Fitzgibbons, president of Famous Players, was quoted as saying his company was going into TV in a big way because "We're resigned to the fact that

MPTAO In On Battle To Leave Signs Be

The Motion Picture Theatres Association of Ontario, represented by A. H. Jolley, its executive secretary, was among the organizations which protested against the proposed Toronto ban on overhanging street signs. A petition with the names of 3,412 manufacturers was stacked three feet high before the Works Committee as part of the record of objection. Several organizations favored the ban.

The MPTAO brief pointed out that lighting was an asset to successful theatre operation and the ban would add to the problems of theatres. When the ban on overhanging signs on Yonge Street went into effect the cost of removal and reinstallation on the roof, along with expenditures for smoothing the front of the theatres, came to over \$20,000 for the larger ones. All 17 theatres on Toronto's main street were affected by the order.

all but our largest movie houses are going out of business because of television." But with Famous Players, subsidiary of an American company, being limited by the CBC, the question arises: "Who'll have the TV stations that will get the Show Business that movie houses will lose?" Of course, nobody in theatre business is willing to make the same kind of sweeping statements based on the next ten years which have been attributed to Fitzgibbons.

In the last days of the Royal Commission's recent Ottawa sitting

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Coplan Organizes Screen Ad Co'y

Announcement in the new Canadian Film Weekly Year Book of the formation of Times Theatre Advertising Limited by David Coplan marks the greatest forward step taken by the screen advertising medium in Canada in years. "It's the culmination of the work

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BC Theatre Opened

Premiere Theatre Company Limited has opened its 387-seat, six-day Premiere in Fruitvale, British Columbia. Construction of the theatre, the only one in the area, was started by R. Winfield late in April of last year.

GUELPH MGRS. NET \$502 FOR VARIETY

George Pratley of the Guelph Managers Association presented the Variety Club of Toronto with a cheque for \$502.50, the proceeds of a recent show, at the Variety meeting last week in the Prince George Hotel. Chief Barker Dave Griesdorf thanked the Guelph managers and the two Barkers who helped with the show — Gerald Peters and John Kurk.

The meeting accepted the slate of 18 nominations for the Crew submitted by the special committee without adding any. Named by the committee, which was headed by R. W. Bolstad, were 10 of the 11 members of the incumbent Crew and eight non-members. Griesdorf declined renomination due to the "pressure of personal matters" and announced the election meeting would take place in the Prince George on Tuesday, November 20. The Installation dinner and dance has been set for the Sign of the Steer for Thursday, December 13.

Inducted into Variety at the meeting were Lloyd Burns, vice-president and general manager of Screen Gems (Canada) Limited; Reo Thompson, manager of All Canada Television; Mickey Stevenson, Paramount Toronto manager; and Ernest Heath, Paramount auditor.

COLUMBIA'S CANADIAN SALES DRIVE

"Hey Rube!" the traditional rallying cry of the entertainment industry, has been adopted by Columbia Pictures as the name of a sales drive honoring Rube Jackter, the company's assistant general sales manager, it was announced in Toronto last week by Louis Rosenfeld, general manager of Columbia Pictures of Canada Limited. The drive, which will have two 13-week sections, will start in Canada on January 2 and run to June 27.

The Hey Rube competition will have individual as well as branch prizes, this being an added incentive arranged by Harvey Harnick, general sales manager.

In keeping with its title all promotional material will have a circus theme and a special house organ, The Barker, will be distributed.

Short Throws

FORT WILLIAM, Ontario paid \$17,000 and legal costs to settle a \$77,641.85 claim by Neebing Enterprises because it authorized extension of a street through a drive-in site on which work had been done.

RESCUE Co-ordination Centre of the RCAF in Vancouver is pictured in Morning Incident, one of the Perspective series, which the National Film Board supplies to the Canadian Broadcasting Corporation. Directed by Fergus McDonnell from a script by Charles E. Israel and produced by Julian Biggs, it tells the story of a sea-air rescue.

ODEON has reopened the second of six theatres it closed in Vancouver some months ago. The Kingsway is now operating on a six-day policy for sub runs.

TORONTO is considering a 64,840-seat open air stadium which would encompass the present Canadian National Exhibition grandstand. To cost \$6,000,000, it would house the Maple Leaf ball team if it were accepted into the major leagues, as well as football.

UNESCO will establish a Latin-American Educational Film Institute in Mexico City, with half the cost borne by the Government of Mexico. The Government will name the director and Unesco the executive producer.

VARIETY CLUB film, being made by Ralph Staub of Columbia, will have an all-star list of narrators: Bob Hope, John Wayne, Burt Lancaster, Alan Ladd, Glenn Ford, Jerry Lewis, Bing Crosby, Ed-

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COLOR PICTURES ON TAPE SEEN BY USA TV AUDIENCE

First public demonstration of color moving pictures from tape, given by RCA during a TV program, brought newspaper opinion that the system, developed to compete with one Ampex has in black-and-white, isn't ready yet for general use. When it is

there will be a revolution in the making of films, for the use of labs as we know them now will end. The viewers were warned that what they were about to see was an experiment. Big advantage of the tape method is instantaneous reproduction.

IF YOU'RE 16
you're
old enough
to see
it!



MY MOTHER -

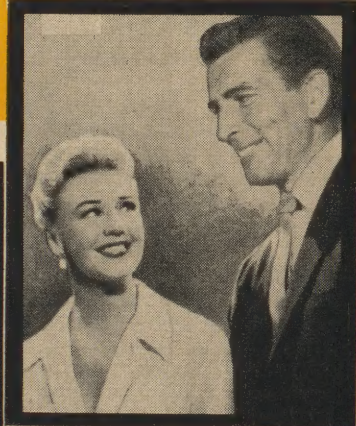
'I call her Mother only because I don't know what else to call her.'

MY FATHER -

"Now there's always some woman at the house—he says they 'just drop in'!"

MYSELF -

"All I know is—no matter what I do it's wrong!"



**A grown-up
 motion picture
 for
 grown-up
 emotions!**

20th Century-Fox presents



TEENAGE REBEL

starring

GINGER ROGERS · MICHAEL RENNIE with MILDRED NATWICK

and three stars of the future

BETTY LOU KEIM · WARREN BERLINGER · DIANE JERGENS

CINEMASCOPE

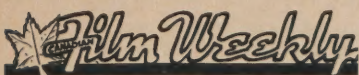
Produced by

Directed by

Screenplay by

CHARLES BRACKETT · EDMUND GOULDING · WALTER REISCH and CHARLES BRACKETT

AVAILABLE TODAY FROM 20th!



Vol. 21, No. 43

November 7, 1956

HYE BOSSIN, Editor

Assistant Editor - - - - - Ben Halter
Office Manager - - - - - Esther Silver

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Price \$3.00 per year.

COPLAN COMPANY

(Continued from Page 1)

I've been doing in the United States, England, France and Canada," said Coplan in an interview.

Times Theatre Advertising brings together into one unit all the important elements of screen advertising: the finest theatres in Canada; first-rate film production facilities in Canada, the United States, Britain and France; complex and efficient facilities for scheduling and distributing films; organization of research into the value and effect of the medium as applied to Canadian advertisers; and the most experienced people in Canada to operate the company.

Many members of Audio Pictures, Alexander Film Company (Canada) Limited and GSA Films Limited each of which is now represented by Times Theatre Advertising, form the nucleus of this new company. Frank Markey has been associated with screen advertising in both Canada and the USA for 27 years. Ben Ellis, founder of GSA Films, was previously in screen advertising in England. Neil Sneyd was in the advertising business for several years before co-founding Publicity Film Distributors Limited, which was eventually bought by J. Arthur Rank. Sneyd and one of his partners joined Rank as joint general managers of the new screen advertising company.

"This combination of companies and talents is the beginning of a new era in Canadian screen advertising," says Coplan. "It's a boon to both theatres and advertisers. Advertisers will receive better service and, through Times' research department, will gain an increasing knowledge of screen advertising and its effectiveness."

Bochner, Couch Join Astral In Toronto

Marty Bochner, formerly of Theatre Posters Limited, has joined Astral Films Limited as head booker at the Toronto office and Harold Couch, who is new to the film business, has been taken on as his assistant.

Astral recently acquired for Canadian distribution the product of Associated Releasing in the USA and first films under the deal will be Three Outlaws, Blonde Bait and Frontier Gambler.

Press Stake In Show Biz

(Continued from Page 1)

A. D. Dunton, chairman of the CBC, said there was little objection to newspaper ownership of broadcasting outlets, although the government agency didn't care for multiple ownership by private interests. Apparently radio and TV are regarded as a natural extension of the business of publishing news—and of entertainment. It happens, of course, that applications for licences from Show Business sources have been very limited. Famous Players is a half-partner in the Kitchener and Quebec City stations and RKO has 30 per cent of the Windsor station.

Approval last week of five new TV stations by the CBC Governors included an English-language station in Quebec City, the second for Famous Players and its partner in the provincial capital, and a satellite station in Argentina, Newfoundland, for CJON-TV in St. John's.

Of Canada's present 37 TV transmitters nine are owned wholly or in partnership by interests with newspaper publishing affiliations. When the CBC-owned eight TV stations are deducted from the 37, it leaves the newspaper publishers with some say in the control of 30 per cent of the 28 private stations.

Southam Newspapers, which has a number of daily and weekly papers, also has a substantial interest in CHCT-TV in Calgary, Alberta, where it publishes the Herald, and in CHCH-TV in Hamilton, Ontario, where it issues the Spectator. Roy H. Thomson, who has a chain of newspapers, and Senator W. Rupert Davies, who owns the Kingston, Ontario Whig-Standard and the Peterborough, Ontario Examiner, are partners in CKWS-TV in Kingston and CHEX-TV in Peterborough.

The Lethbridge, Alberta Herald owns 50 per cent of that city's CJLH-TV and Hugh Buchanan is president of both companies. The London, Ontario Free Press Printing Company owns both the London Free Press and station CFPL-TV. Clifford Sifton is president of

Transcanada, which owns CKCK-TV in Regina, and is head of Sifton newspapers, publishers of the Regina Leader-Post. He also has a minor interest in CHCH-TV in Hamilton. President of CJON-TV in St. John's, Newfoundland and of its newly-approved satellite station in Argentina is also publisher of the newspaper in St. John's and the same interests own CHLT-TV and La Tribune in Sherbrooke, Quebec.

Some briefs submitted to the Royal Commission had urged that newspaper-broadcasting relationships be broken up.

Another interesting story about combined press-Show Business activity has to do with John G. McConnell of the Montreal Star and Weekend Magazine, who controls the North American Newspaper Alliance. It was said months ago that NANA intends to get into TV production and now it's heard that the McConnell interests are with Crawley in the present negotiations with the CBC for production of an RCMP series.

In '10,000 Bedrooms'

Anna Maria Alberghetti and Dewey Martin have been signed by MGM for roles in Ten Thousand Bedrooms, starring Dean Martin and Eva Bartok. The film is now before the cameras.

Famous Players Buys Into Vending Co'y

An interest in Carlton Automatic Vendors Limited, Toronto, of which Gurston Allen of Premier Operating is president, has been acquired by Famous Players, with J. J. Fitzgibbons and R. W. Bolstad, respectively president and vice-president of the last-named company, added to Carlton's board. Famous Players, which has a partnership in Theatre Holding Corporation with the Allens, maintains its own supply company, Theatre Confections Limited.

Gurston Rosenfeld is secretary-treasurer and general manager of Carlton Automatic Vendors.



MOTION picture producers seem finally to have become aware of our youthful and teenage patronage and seek increasingly to slant their attractions toward this segment of the public. This is the group which knows most about the new young players and current "heart throbs," and according to statistics has a great deal of money to spend on entertainment. Extra money is also spent at the confection counters, thereby raising greatly the per patron average for such theatres as they attend. There are presently in release, in production or in the planning stage, a great many films expressly directed to this type of audience. It is sensible and logical to present to the patrons who buy tickets at our boxoffice the type of entertainment they want to see but greatly hypocoed production in this direction can start a cycle which may eventually be harmful.

There was a time when moviegoing was a family habit. A common scene at the box-office was father buying tickets for mother, several children and himself and institutional ads for motion picture theatres were usually illustrated with such a picture. This is now a sight seldom seen and a habit which seems to be forgotten. It is either no longer considered a treat for dad to take the family to the local theatre or there is not the urge to go. More commonly one sees groups of young people or couples of older ones but seldom the family together. Dad does not seem to go very often any more but we know that he and mother and the whole family are missing some really wonderful entertainment — more wonderful than they can get anywhere else. Our job is to convince them of this.

Important people in our business in the United States are presently seeking a plan which will bring back to the box-offices of the country millions of paying guests who in recent years have ceased to attend the movies. Since the "time waster" habit can no longer be credited to motion pictures we must not assume that we can re-establish a motion picture habit in these people. However, if we can bring back millions to occasionally considering a movie when they have time to spare, we shall, indeed, have made a giant step toward insuring that the motion picture theatre is here to stay.



Christmas - New Years

Order your holiday trailers from ASN*

In Eastmancolor or black and white

In English, in French or bilingual

Order now without delay.

*ASSOCIATED SCREEN NEWS
2000 Northcliffe Ave., Montreal

DeMILLE LUNCHEON

(Continued from Page 1)

voice the noble motives that led him into making the film and John J. Fitzgibbons say later that he hoped that those charged with introducing it to the public could prove themselves worthy of the privilege, those new to motion picture people in person must have gotten a quite different view from the one that is quite common.

"We tried not to make a movie but an experience," the 75-year-old producer said. The listeners found that hearing DeMille was not just listening to a speech but an experience in the enjoyment of thoughts spoken directly from person to persons. Later the listeners said so freely. In the informal interview which followed the luncheon the members of the press plainly showed their enchantment with their subject. The Toronto critics and reporters were joined on this occasion by Austin Cross of The Ottawa Citizen and Richard Newman of The London Free Press. Mickey Lester and Gerald Pratley were the two radio commentators invited. Those at the interview laughed frequently at Mr. DeMille's kindly wit and enjoyed themselves thoroughly.

Both mayors were present — Mayor Nathan Phillips of Toronto and Metropolitan Mayor Fred Gardiner. Premier Frost of Ontario sent a two-page letter of personal regret and was represented by O. J. Silverthorne, chairman of theatre department and the film censorship board. Publishers John Bassett of The Telegram and Harry Kimber of The Globe and Mail were present, as were Alexander Stark, secretary-treasurer of The Star, Robert Hanley of the Southam Press and Floyd Chalmers, president of Maclean-Hunter Publishing.

Rabbi Reuben Slonim said grace and Dr. E. W. Sowby, principal of Upper Canada College, voiced the benediction. Rabbi Abraham Feinberg of Holy Blossom Temple was a guest, as was the Rev. Richard Jones, director of the Canadian Council of Christians and Jews.

Among the educationists were C. S. Beattie, Superintendent of Secondary Education for the Province of Ontario; W. B. MacMurray, headmaster of the University of Toronto Schools; and Gerard Godin, chairman of the Separate School Board of Metropolitan Toronto.

Editors were Dr. John McNab, Presbyterian Record; Rev. D. B. Rogers, Canadian Churchman; Rev. A. C. Forrest, United Church Observer; and Brig. H. Wood, The War Cry. The guests included H. J. Trebilcock, president of the Toronto Stock Exchange; Hal B. Williams, owner of the Dominion Broadcasting Company; Gilbert LaBine, a governor of the University of Toronto; C. R. B. Salmon, executive vice-president of The Rank Organization in Canada;

News Notes

CBC OKAYS FIVE NEW TV STATIONS

Approval for a new English-language TV station in Quebec City, the second in the Quebec provincial capital for Television de Quebec (Canada) Limitee, in which Famous Players is a partner, was included in five recommended by the CBC Board of Governors to the Department of Transport for licensing last week. An increase in power for CKVR-TV in Barrie, Ontario was also okayed since it "would improve and extend the service in the area."

The new Quebec City transmitter will be on Channel 5, with the French-language station, CFCM-TV, remaining on Channel 4. Application of The Goodwill Broadcasters of Quebec Limited, identical with Television de Quebec's, was rejected by the Board, which favored the first one as more desirable.

The other four approved were Newfoundland Broadcasting Company Limited's request for the establishment in Argentia of a satellite station for its CJON-TV in St. John's Newfoundland; Monarch Broadcasting Company Limited's application for Medicine Hat, Alberta; Twin Cities Television Limited's one for Kamloops, BC; and Northern Radio-Radio Nord Inc.'s application for Rouyn, Quebec.

SHOWCASE SHOOTING THREE FILMS

Three films, two in 16 mm. and one in 35 and all of them in color, are in work at Showcase Film Productions, the recently-formed division of Associated Broadcasting Company Limited.

Jack Chisholm, general manager, accompanied by three motion picture and one still cameramen, is shooting a 30-minute, narrow-gauge film at the Blind River Algoma District uranium field. To show the complete process of uranium mining, from underground digging to the final treatment of the ore, the film will be the first and most complete motion picture in color on that subject and is scheduled for completion next July. Sponsors are the Rio Tinto Company, Consolidated Denison Mines and Stanleigh Uranium Mining.

The other 16 mm. production, which will also run 30 minutes, deals with the operation of mining equipment underground and on the surface and is for the Joy Manufacturing Company.

The 35 mm. project is for Pilkington Glass Company and will probably be a two-reeler.

Showcase recently completed several TV commercials and is negotiating a contract for a color motion picture on a large construction job.

RESULTS OF YORKTON FESTIVAL

Top prize at the fourth Yorkton International Film Festival went to The Shepherd, a Canadian-made documentary produced by the National Film Board. Runners-up in the general group were the Russian-made On the Shores of Lake Issik-Kul and the British production, Heart of England.

The festival, sponsored by the Yorkton Film Council, is held every other year and lasts three days. Over 4,500 persons saw films entered by 16 different interests from 14 countries.

In the Science section Shell Oil's The Rival World was first, the Australian-made Blue Ice second and the Russian-produced First Atomic Station third. My Dog Number, a British film, took first place in the agriculture and industry division, with Shell Oil's Via Pipeline finishing second.

Judges were Professor A. J. Wirick of the University of Saskatchewan, Gordon Campbell of the Regina Education Department and Frank Morris, film editor of the Winnipeg Free Press.

Para Signs Swedish Actress

Paramount has signed Inger Stevens, Swedish-born actress, to a long-term contract.

To Direct U-I's 'Too Young'

Helmut Kautner, recently-signed German director, has been assigned by U-I to direct Too Young.

Jack Arthur, head of entertainment for the Canadian National Exhibition; and John L. Hill of the American Consulate.

Some 70 persons were present to hear DeMille call The Ten Commandments "The most modern picture ever made."

Republic Product To British Lion In UK

All Republic product will be distributed in Great Britain and Eire by British Lion Films Limited under a long-term contract recently negotiated by Herbert J. Yates, head of the USA company, and Sir Arthur W. Jarratt, managing director of British Lion.

In 1951 Republic set up its own distribution offices in the UK and these will now be closed.

'Man Who Turned To Stone'

Victor Jory stars in Sam Katzman's Columbia production, The Man Who Turned To Stone.

PIONEER AWARDS

(Continued from Page 1)

labor and communal activities. The banquet will take place in the King Edward Hotel, Toronto, on November 22 and will be attended by The Honorable Leslie M. Frost, QC, Prime Minister of Ontario.

Recognition will also be given that night to the Winnipeg Division of the Pioneers as the first winner of a special annual award. This award, recently decided upon by the National Directors, will be given each year to the division with the greatest activity in Pioneer work and offering the most support to the Trust Fund.

Whitebone, a native of New Brunswick, entered the theatrical industry at the age of seven, receiving 25 cents for appearing on-stage in a mob scene. In 1907, at the age of 13, he became an assistant projectionist, working 10 hours a day for \$4 a week. He also worked as a stage electrician.

Closely connected with the IATSE, Whitebone several times attempted to set up a Saint John local without success, until his return from service in World War I in 1919 and the establishment of Local 440 a year later. He has been secretary and business agent for this IA branch since 1922.

Whitebone has served as president of the Saint John Trades and Labor Council for 15 years and has been secretary-treasurer of that body since 1943. He is now in his 25th consecutive term as president of the New Brunswick Federation of Labor and he has been the senior vice-president of the Trades and Labor Congress of Canada since 1938.

On numerous occasions Whitebone has been a delegate to Labor conferences in the USA and Europe. He is now a member of the Saint John City Council, this being his seventh two-year term. He is Warden of the County and represents Labor on the New Brunswick Electric Power Commission.

His award of the MBE, made in 1946, was the result of his serving as a Warrant Officer with the Reserve Coast Artillery in World War II and his activity in various aspects of other war work.

Whitebone is a member of the Canadian Kennel Club, the New Brunswick Safety League, the Advisory Board of the Canadian National Institute for the Blind, the Maritime Regional Committee of the Canadian Association for Adult Education, as well as several other regional and local organizations.

'Escapade In Japan'

Academy Award-winner Teresa Wright has been signed by RKO for the top feminine role in Escapade in Japan, the unusual drama to be filmed entirely in Japan by producer-director Arthur Lubin. Filming, in Technicolor and wide-screen, is now under way.

NFB Film Wins At Regina Festival

Top film in the recent seventh annual Regina Film Festival, as selected by the audiences, was the National Film Board's *World in a Marsh*, with the United Kingdom Information Office's Thursday's Children placing second and Shell Oil's *The Rival World* third.

In the amateur 16 mm. competition two Regina men finished on top. Sidney Russell Thompson won the Fred Holliday Trophy and Robert L. Moyer the Regina Film Council Award.

Mrs. D. H. O. Woodhams of the IODE headed the festival committee and president of the film council is R. E. (Bob) Johnson, Saskatchewan supervisor for the NFB until his retirement a year ago.

Mark Hellinger Story Bought By Columbia

Screen rights to the life story of Mark Hellinger have been acquired by Columbia from Gladys Hellinger Gottlieb, widow of the former syndicated columnist and film writer and producer. Leo Katcher will write the script and Jonie Taps produce the film, which will be one of the top-budgeted productions of the company in 1957.

Mrs. Gottlieb is vice-president of Canadian Film Industries of Toronto and her husband, Arthur Gottlieb, is president.

Short Throws

(Continued from Page 1)

ward G. Robinson, Joan Crawford, Rock Hudson, James Stewart, Donna Reed, Rhonda Fleming, Randolph Scott, Roy Rogers and Tab Hunter.

TOTAL gross income of Allied Artists for the year ended June 30, 1956 was \$16,977,000, a gain of \$4,307,000 or 34 per cent compared with the previous year's \$12,670,000. Net income in 1956, however, was \$371,875, as against \$598,494 in 1955, due to a non-recurring item of \$461,557 in the latter year.

CRAWLEY FILMS began the release of the world's first series of hockey instructional films recently. Eight subjects, totalling 73 minutes, deal with various phases of the game and are available at \$145 for the set in French or English, the low cost being the result of sponsorship by Wheaties and Crown Brand Corn Syrup. Technical director was Willard L'Heureux, director of physical education at the University of Western Ontario. A Crawley film, *Generator 4*, produced for Aluminium Fiduciaries, was premiered at Edinburgh. Another, *Sky Watch on 55*, showing construction of the mid-Canada line for Bell Telephone, got a CBC network showing recently.



IN HOLLYWOOD recently Charlie Chaplin of UA here phoned the home of an old-time Torontonion, his friend Art Seitman, head of foreign production for RKO. Charlie was shocked to learn from Mrs. Seitman that Art had died of a heart attack a few days earlier while with an RKO crew on location in Japan . . . C. B. DeMille, while here, said that "there is a tendency these days to make God a mascot" and he felt that *The Ten Commandments* might help correct that. He suggested prayer and contemplation with these words: "Time belongs to God and some should be set apart for Him". . . Carl Peppercorn, RKO g-m here some years ago, is now head man at Walter Reade's NY exchange, Continental Films . . . Irving Lesser



sneak-screened *Oedipus Rex*, the Stratford-influenced film in which the characters all wear those long false-faces, at the Seneca, Niagara Falls, for Famous Players' people and the patrons. The regular film was a Western, *The Proud Ones*. A drunk came in and watched *The Proud Ones* for a while, then fell asleep. He woke up during *Oedipus Rex*, took one look at the screen and rushed out screaming that he would never take another drink. Opinion: For theatres *Oedipus Rex* is a snoozer instead of a doozer.

THE GREAT EDITOR of the *New York Sun*, Charles A. Dana, gave a series of lectures on journalism at Union College, Schenectady, NY in 1893. I was reading one of them the other day and something he said then is as true today—and not nearly so easy as it reads. What is required of a good reporter? This:

"He must learn accurately the facts, and he must state them exactly as they are; and if he can state them with a little degree of life, a little approach to eloquence, or a little humor in his style, why, his report will be perfect. It must be accurate; it must be free from affectation; it must be well set forth, so that there shall not be any doubt as to any part or detail of it, and then if it is enlivened with imagination, or with feeling, or with humor, why, you have got a literary product that no one need be ashamed of."

SHAKESPEARE needs all the help it can get from the other theatre arts to make it playable. The late Roly Young used to insist that Shakespeare was no longer for drama but just for reading. That's why I can't figure how anyone but a scholar can get much out of the sort of odd-costumed, semi-platform, reading-type presentations these off-season Stratfordians, the Canadian players, pass off as drama. The *Variety* man in Buffalo, used "pallid" and "static" in his review of their *Hamlet* . . . Why doesn't *The Hamilton Spectator* hire an all-round theatre-and-film critic of recognized stature? There's a need of one in that fast-growing city. Someone mailed me the *Spectator* report of Odeon's regional meeting, in which Ed Hocura, after meeting visiting Odeonites, trilled: "One learns more from talking to men like them in one hour, than you can ever get out of a trade magazine, or any periodical dealing with the movie industry." On the margin of the anonymous sender, apparently a film-theatre man, wrote: "How wrong can that writer get?" . . . Writers working on the Billy Bishop story would be well advised to talk to Sam Mantle, manager of the Parkdale. Sam, in the Royal Flying Corps as a scout pilot, saw Roy Brown bring down Baron Richthofen. He was a half-mile away in the air at the time. Sam says the best book on things and people of those early air days is *Fly Paper*, by Jack Illingsworth.

20th-Fox 'The Enemy Below'

Dick Powell will produce 20th-Fox' *The Enemy Below*.

Orson Welles To Direct

MGM has signed Orson Welles to direct *Tip on a Dead Jockey*, which will star Robert Taylor.

Galahad's 'The Violators'

Arthur O'Connell has been signed by Galahad Productions for the lead role in *The Violators*.

Stars Of MGM's 'Gun Glory'

Stewart Granger and Burl Ives will star in MGM's *Gun Glory*.

News Clips

Italiafilm (Canada) Limited has been incorporated in Ontario with an authorized capital of \$40,000 to "carry on the general business of theatrical agents" . . . Legitimate theatre of native origin is very alive in Toronto. Mavor Moore's *The Optimist* ran for seven weeks at the Avenue, formerly a movie theatre, and *Salad Days*, after doing five weeks in the Hart House Theatre, moved into the Royal Alexandra for two . . . The Astral double bill of *Hot Rod Girls* and *Girls in Prison* did record-breaking business at FPCC's Princess in Montreal and was held over.

Pay TV wire circuits are being set up in the USA. Independent Video Theatres, using "home theatre" equipment from the Jerrold Electronics Corporation of Philadelphia, is setting up a circuit in Bartleville, Oklahoma, where it will pick up and distribute movies from one of its three theatres there. No government permission is needed. Famous Players, through its Trans-Canada Telemeter, which Eugene Fitzgibbons heads, is doing the same here.

Harry Popkin of Hollywood, ex-Torontonian who is a prominent California exhibitor and producer, is one of the leaders among the anti-Yates stockholders of Republic . . . Frank Ricketson, Jr., v-p and g-m of the USA's National Theatres, predicts that three years from now there will be 6,000 theatres less in the United States . . . New manager of Odeon's Plaza, Victoria, is Steve Allen, who succeeded Jack Armstrong, now managing the Odeon.

The papers of Lord Beaverbrook, a former Canadian, supported British exhibitors in their opposition to making the tax which feeds the Eady Fund, a financial pool for production, legal instead of voluntary. Beaverbrook, who once had substantial film interests, also wants the state-created Film Finance Corporation scrapped so that British films can learn to make their own way. Producers disagree violently . . . Teen-age vandalism is a bad problem for the Cobalt, Ontario theatre.

Charles Jennings, Ottawa, CBC's director of programs, will represent Canada at the Commonwealth Broadcasting Conference in Sydney, Australia November 7-28. With him will be J. E. Hayes, Montreal, chief engineer, and R. S. James, Toronto, assistant supervisor of farm and fisheries broadcasts . . . Arthur DeBra of the MPAA staff will serve as chairman of the National Promotion Committee, which aims to build movie business.

Review

TOWARD
The UNKNOWN

(From The Film Daily, NY)

with William Holden, Lloyd Nolan,
Virginia Leith.

Warner Bros. (WarnerColor) 115 Mins.
EXPLOSIVELY PACED DRAMA OF
LOVE COMPLICATIONS AND JET-PRO-
PELLED AIRCRAFT. A BOXOFFICE WIN-
NER IN MOST SITUATIONS.

A romantic triangle is dramatized against the background of Air Force experiments with jet and rocket-propelled aircraft in Toward the Unknown. The picture has been put together in a sturdy commercial frame, churning up action, excitement and romantic complications. William Holden heads the cast along with Lloyd Nolan and Virginia Leith. Produced and directed by Mervyn Le-Roy, it was made on fairly extravagant lines.

Topical as tomorrow's newspaper, the screenplay by Beirne Lay, Jr. (also associate producer) presents Holden as a major who returns to the USA after being brainwashed in Korea into a confession of germ warfare.

Highlight after highlight of excitement is reached in this Toluca Production as jets zoom and thunder, and credit is well earned by photography director Hal Rosson.

Swiftly-paced, the picture aims successfully at popular appeal rather than subtlety that would appeal to the discriminating filmgoer. It is strong entertainment for the general audience and they will appreciate it lustily.

CAST: William Holden, Lloyd Nolan, Virginia Leith, Charles McGraw, Murray Hamilton, Paul Fix, James Garner, L. Q. Jones, Karen Steele.

CREDITS: Producer and director, Mervyn LeRoy; Written by Beirne Lay, Jr., also associate producer; Director of photography, Hal Rosson.

DIRECTION: Commendable.

PHOTOGRAPHY: Outstanding.

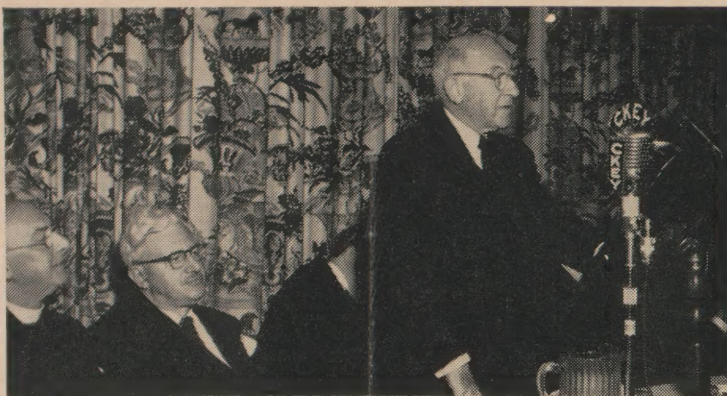
Mrs. H. Sutherland,
St. Mary's, Passes

Mrs. Herbert Sutherland, who with her husband operated a circuit of Ontario theatres from St. Mary's, passed on recently. The Sutherlands, with their son-in-law, George Thompson, controlled theatres in Clinton, Goderich, Mitchell, Seaforth and St. Mary's. One Sutherland house, in Cobourg, is under lease to Premier Operating.

Two NFB Films For
Japanese Emperor

Two Canadian-made films, the National Film Board's Land of the Long Day and World in a Marsh, have been formally presented to the Emperor of Japan by the Right Honorable C. D. Howe, Minister of Trade and Commerce, during his current goodwill visit to that country.

The two color films were selected for presentation because of the Emperor's interest in films, especially those on scientific subjects.



Cecil B. DeMille Honored by Torontonians

Leading citizens, among them many important in religion and education, honored Cecil B. DeMille, producer of The Ten Commandments, at a luncheon in the King Edward Hotel, Toronto, during his recent visit.

The top photo shows Mr. DeMille speaking and seated, left to right, are Dr. E. A. Sowby, principal of Upper Canada College; Mayor Nathan A. Phillips, who presented Mr. DeMille with a set of cufflinks bearing the civic crest in behalf of the municipal corporation; and John J. Fitzgibbons, CBE, president of Famous Players, who acted as chairman.

A few of the guests are shown in the bottom photo.

MGM Acquires 'Sheep Man'

MGM has purchased James Edward Grant's Sheep Man as a starring vehicle for Howard Keel.

20th-Fox' 'Three Brave Men'

Ray Milland, Ernest Borgnine and Nina Foch will star in 20th-Fox' Three Brave Men.



Exhibitors Boost Sale of Israel Bonds

This photo shows some of the Maritime theatre people of Jewish lineage who were active in the recent State of Israel Bond Conference in Halifax, which was chaired by another, Peter Herschorn, secretary-treasurer of the Franklin & Herschorn Theatre Company, Saint John, NB. From left to right we see Mitchell Franklin, vice-president of Franklin & Herschorn; J. M. Franklin, president of F & H and honorary chairman of the drive, who was just named The Maritime Pioneer of the Year by the Maritime branch of the Canadian Picture Pioneers; and Mitchell Bernstein, partner in the Bernstein & Lieberman circuit. Franklin was presented with an engraved plate for his work and illuminated scrolls went to Herschorn and Lieberman. Other exhibitors present were Sam Babb of F & H and Mort Bernstein of B & L.

Guest speaker at the Conference was Franklin Delano Roosevelt, Jr.

Review

TEA AND
SYMPATHY

(From The Film Daily, NY)

with Deborah Kerr, John Kerr,
Leif Erickson.

(CinemaScope-Metrocolor)

MGM

122 Mins.

EXCEPTIONALLY FINE DRAMA OF
LOVE AND ALIENATION, BASED ON
THE TREMENDOUSLY SUCCESSFUL
PLAY, IT SHOULD ENJOY CORRE-
SPONDINGLY SUCCESSFUL RESULTS AT
THE MOTION PICTURE BOXOFFICE.

The motion picture screen proves itself again a sensitive and eloquent medium for the telling of a poignant love story. The film translation of the hit Broadway play, Tea and Sympathy, is an unusually fine job, discerning in insights and stamped with imagination and originality. In general the picture should be received with enormous popularity, although the unusual theme might suggest careful exhibitor consideration in some situations. A performance of uncommon skill and conviction is turned in by Deborah Kerr and it rates Academy Award attention. Sharing the lead with her and also contributing a notable performance is John Kerr who had the same role in the Broadway play opposite Miss Kerr.

As a team, Vincente Minnelli who directed, Pandro S. Berman who produced and Robert Anderson who did the screenplay from his play, all deserve a round of applause for the fine film, and for bringing to the screen a story that departs from the routine.

An outstanding vignette is turned in by Norma Crane, as the town's "popular" girl to whom Kerr tries feverishly to make love in order to quiet rumors about his manliness. Edward Andrews, as young Kerr's hard-driving father, offers a noteworthy performance. John Alton, director of photography and Adolph Deutsch who provided the music also contribute notably to the excellence of the picture.

CAST: Deborah Kerr, John Kerr, Leif Erickson, Edward Andrews, Darryl Hickman, Norma Crane, Dean Jones.

CREDITS: Produced by Pandro S. Berman; Directed by Vincente Minnelli; Screenplay by Robert Anderson, based on the play by Anderson; Music by Adolph Deutsch; Director of photography, John Alton.

DIRECTION: Outstanding.

PHOTOGRAPHY: Excellent.

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BIGGEST
EVENT

Annual Award Dinner
and Dance

CANADIAN PICTURE
PIONEERS
NOV. 22nd
King Edward Hotel
TORONTO

HOT TIP

ON M-G-M's "JULIE"!

By Philip K. Scheuer in the
Los Angeles Times. He
caught the Coast Preview!



Any picture you can think of would be hard put to match "Julie"'s 95 minutes of unalloyed, unrelieved suspense—and that goes for "Diabolique," "Wages of Fear," "The Bad Seed," the individual and collected works of Hitchcock and even last year's top "little" thriller from "Julie's" own writer-director—"The Night Holds Terror."

The writer-director is Andrew Stone, whose assistant and film editor, once again, is his wife Virginia. The producer is Martin Melcher and the feminine star is HIS wife, Doris Day. Her co-stars are Louis Jourdan, Barry Sullivan and Frank Lovejoy. M-G-M is releasing.

Not a shot was filmed at M-G-M or any other studio. As with "The Night Holds Terror" and at least partially with his two preceding suspense dramas, "Blueprint for Murder" and "The Steel Trap," Stone worked entirely on "actual" locations in Los Angeles, Carmel, Monterey, San Francisco, Victorville and aboard a commercial airliner in flight. Its feeling of documentary, on-the-spot realism reaches and holds an extraordinary pitch of tension, in both filming and tight intercutting.

Dipping into his voluminous police files, Stone came up with a disturbing theme, one new to movies: The dilemma of a citizen—the woman Julie in this case—who is threatened with bodily harm yet under existing laws has no protection against it. Here the threatener is her husband, an insanely jealous man (Jourdan); but there are no witnesses and the police are helpless to interfere in a husband-wife "quarrel." After all, it is her word against his—and NO CRIME HAS BEEN COMMITTED.

Nor are the police able to act even after the wife confirms a growing suspicion that her first husband died a murder victim and not a suicide. The verdict was suicide, the case is closed and cannot be reopened without new evidence. Julie (Miss Day) has none—only, again, the verbal confession of Jourdan.

Lovejoy, as the Los Angeles homicide chief, is

sympathetic to her plight. Two jealous husbands kill their mates every week in this city alone, he acknowledges. "Change your identity," he advises Julie, "and get away as quickly as possible."

Quickly, in Julie's case, is not quickly enough.

Stone's picture is a reporting job from start to finish. He doesn't take time to try to "explain" Jourdan, psychologically or any other way. The man is a simple, murderous—and murdering—fact. He is impulsive but he is also cunning. Stone tells his story straight, using amazingly few artifices.

Opening Sequence

In the opening sequence a distraught Julie hurries from the Del Monte Lodge to her convertible. As she drives off Jourdan leaps in from the other side and clamps his foot over hers on the accelerator. The car careens around one hairpin turn after another. When the frantic woman reaches for the ignition key, his hand is there before her.

Julie survives that one (as does the spectator, but barely). At the end of the picture Jourdan is still trying to take her for a ride. Just when it seems as if Stone has at length exhausted his suspense possibilities he switches to a new crisis—this time in the skies—and whips one into a lather all over again.

You haven't time to be incredulous at this airplane sequence—isn't it happening right before your eyes? And fliers and field men have vouched for the authenticity of the technical details shown.

The casting of Miss Day in her role is its own justification: she looks it and makes you share her harrowing ordeal. Her only singing is that of the title piece over the opening credits. Jourdan, a concert pianist by profession, is heard or at any rate seen in Leonard Pennario's stirring composition, "Midnight on the Cliff" (playing by Pennario).

Sullivan is Julie's friend, a cousin of her late husband. His performance, like all of them in this superadroit, thought-through thriller, seems drawn from life itself.

**A PEAK OF
EXCITEMENT...
ON THE SCREEN
AND AT THE
BOXOFFICE!**

No camera has
ever before
captured the savage
struggle when man
and the deadly
tiger shark collide
head-on in the
underwater
jungles!

SAMUEL GOLDWYN, JR. presents

VICTOR MATURE

in

THE SHARKFIGHTERS

co-starring

KAREN STEELE and introducing
JAMES OLSON

with

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Screenplay by **LAWRENCE ROMAN** and **JOHN ROBINSON**

Produced by **SAMUEL GOLDWYN, JR.**

Directed by **JERRY HOPPER**

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